MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DMK5214 – PRODUCT PLANNING AND MANAGEMENT

(All Sections / Groups)

4 OCTOBER 2023
9AM-11AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 4 questions only
2. Answer **ALL** questions. Mark distribution for each question is given.
3. Please write all your answers in this exam paper.

ANSWER ALL QUESTIONS

QUESTION 1

There are **FOUR (4)** strategies associated with the risk/payoff matrix. Explain these strategies with appropriate examples.

25 Marks

QUESTION 2

Explain the **FIVE (5)** concept testing caution and concerns.

25 Marks

QUESTION 3

How would you apply the design thinking process when designing a toy for children aged 4-10 years old?

25 Marks

QUESTION 4

Explain the **THREE (3)** main purposes of the full screen.

25 Marks

End of Page